



# CITY OF MCKINNEY, TEXAS

## Legislation Details (With Text)

<b>File #:</b>	24-1708	<b>Name:</b>	PC2417 Rotary Parade of Lights
<b>Type:</b>	Agenda Item	<b>Status:</b>	Agenda Ready
		<b>In control:</b>	McKinney Community Development Corporation
<b>On agenda:</b>	6/27/2024	<b>Final action:</b>	
<b>Title:</b>	Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Rotary Foundation (PC 24-17) in the Amount of \$7,500.00 for the Advertising, Marketing and Promotion of the 2024 Parade of Lights		
<b>Indexes:</b>			
<b>Attachments:</b>	1. Application Packet, 2. Presentation		

Date	Ver.	Action By	Action	Result
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Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Rotary Foundation (PC 24-17) in the Amount of \$7,500.00 for the Advertising, Marketing and Promotion of the 2024 Parade of Lights

**COUNCIL GOAL:** 5: Enhance Quality of Life in McKinney  
 5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

**MEETING DATE:** June 27, 2024

**DEPARTMENT:** McKinney Community Development Corporation

**CONTACT:** Cindy Schneible, President

**ITEM SUMMARY:**

- McKinney Rotary Club Foundation is requesting \$7,500.00 for the advertising, marketing, and promotion of the 2024 Parade of Lights Event.
- Event date is December 14, 2024 and will take place between Finch Park and the Historic Downtown McKinney.
- The 2023 parade registered 96 groups and over 1,850 participants.
- The event attendance has traditionally been 30,000+.

**BACKGROUND INFORMATION:**

- McKinney Rotary Club Foundation has served the community for more than 90 years, sponsoring numerous scholarships and charities in the McKinney community.

**FINANCIAL SUMMARY:**

- MCDC’s allocated Promotional and Community Event grant funding for FY 24 in the amount of \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.

- Total grant funds available for Cycle II, including reappropriation of unused promotional funds from FY23, total \$154,606.
- The Rotary Club Foundation received a Promotional and Community Event grant for \$7,500 2023 for the Parade of Lights.

**SUPPORTING MATERIALS:**

- Application Packet
- Presentation